

ABSTRACT OF THE DISCLOSURE

The invention relates to generating a variable virtual world in accordance with user's potential needs. An information processing apparatus includes a processor. The processor causes an image of a first virtual world to be displayed on a display. The first virtual world includes predefined objects and an avatar selected by the user. The avatar is controlled to act in the first virtual world by the user. The processor analyzes the action of the avatar from the position of the avatar relative to the position of the object in the first virtual world to derive a feature of the user and determine a second virtual world including other objects in accordance with the derived feature. The processor causes an image of the second virtual world to be displayed on the display.